

ABSTRACT OF THE DISCLOSURE

A data conversion section of a transmission side allocates 3-channel video data of two pixels constituted of three signals of a 4:4:4 format to data of a 4:2:2 format of three pixels to convert the video data into 2-channel video data. An encoder maps the converted video data in an effective image area defined by the 4:2:2 format, and transmits video data obtained by the mapping through a transmission line. A decoder of a reception side takes out the 2-channel video data from the transmitted video data. A data conversion section allocates the video data of three pixels to data of the 4:4:4 format of two pixels to restore the 3-channel video data constituted of the three signals of the 4:4:4 format.